

# **Media and Information Literacy**

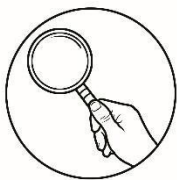
## **Quarter 2 – Module 15: Multimedia Information and Media**

This instructional material was collaboratively developed and reviewed by educators from public and private schools, colleges, and or/universities. We encourage teachers and other education stakeholders to email their feedback, comments, and recommendations to the Department of Education at [action@deped.gov.ph](mailto:action@deped.gov.ph).

**We value your feedback and recommendations.**

**Lesson****1****Multimedia Information and Media**

If you would be tasked to prepare for a presentation that will be performed or delivered inside the classroom, before a live audience, how will you prepare it in a manner that you will not bore your classmates/audience? Would you choose a plain discussion method, or will you use a multimedia presentation instead?



## ***What is It***

### **Multimedia Information and Media**

How many multimedia icons have you identified? If you have identified most of them, it means you are exposed to different forms of multimedia. In this lesson, you will have a deeper understanding of the different types and forms of multimedia, characteristics, uses, advantages and limitations, and how you will be evaluating its validity and reliability.

**Multimedia** of today can be defined as the seamless digital integration of text, graphics, animation, audio, still images and motion video in a way that provides individual users with high levels of control and interaction. Presenting information in the form of multimedia can be more interesting because it can be delivered in different modes. We call this a **multimedia presentation**.



<https://www.publicdomainpictures.net/pictures/80000/velka/internet-and-multimedia-sharing.jpg>

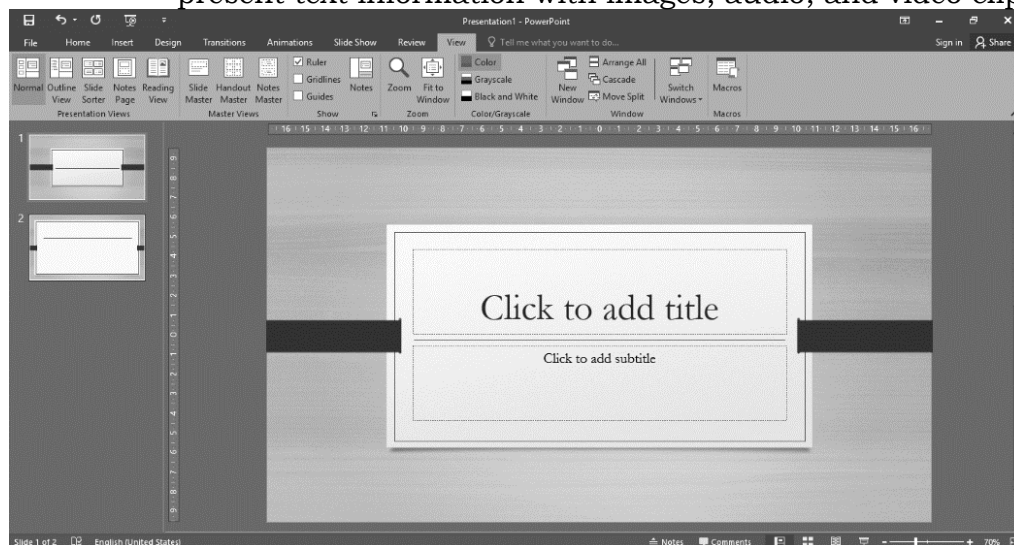
A multimedia presentation can incorporate images to make a visual impact on viewers and/or insert video clips to appeal to both visual and auditory senses.

## Type of Multimedia Presentation

As of today, there are many different kinds of multimedia tools which you can use to organize information into a more appealing and interesting presentation.

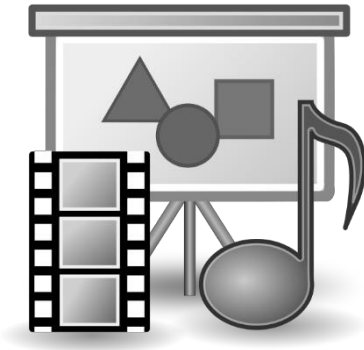
### 1. Slideshow Presentation

*Description:* It is a presentation of photographic slides or electronic images projected on a surface or displayed on a screen one after another as a series. It is usually made using software programs such as Microsoft Office PowerPoint Presentation (PPT) where the user can present text information with images, audio, and video clips.



Aside from PowerPoint Presentation, there are other software programs where slideshows can be created made such as:

- Google Slides - for presentations that allow online collaboration
- Zoho Show - for built-in broadcasting tools to stream presentations
- Prezi - for non-linear and animated presentations
- Canva - for creative presentations using different templates
- Evernote Presentation Mode - a presentation made from notes. *“With one click of a button, presentation mode expands your note to the dimensions of your monitor so that everyone in a group can clearly see the details of your note, whether it's text, images, or attached PDF or MS Office files.”* (<https://help.evernote.com/hc/en-us/articles/208314488-Use-presentation-mode-to-present-notes#:~:text=Works%20with%20all%20your%20notes&text=With%20one%20click%20of%20a,PDF%20or%20MS%20office%20files.>)



## 2. Audio Visual Presentations

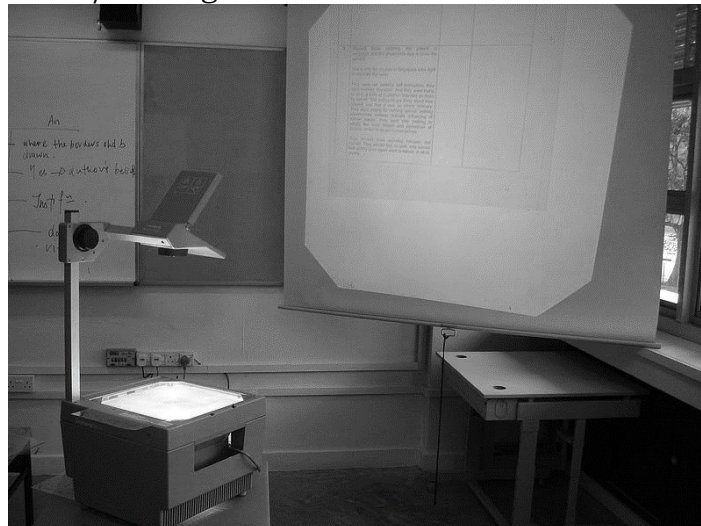
### *Description:*

These are electronic presentations that contain both sound and visual components, such as slide-tape presentations, films, television programs, and live theater productions.

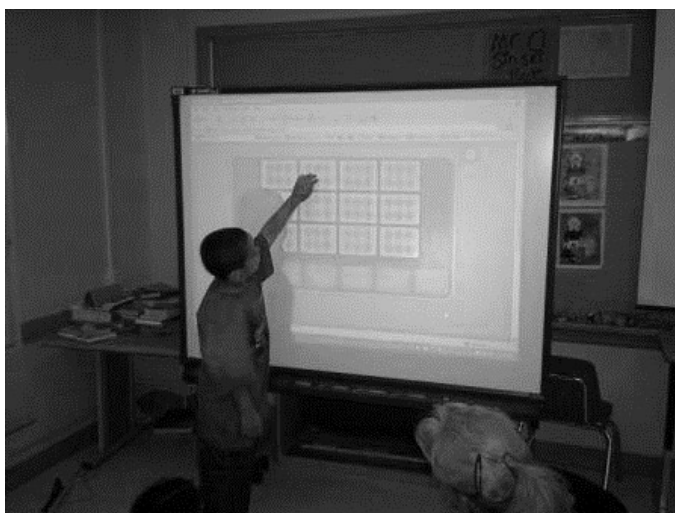
<https://commons.wikimedia.org/wiki/File:Audio-visual-slide.svg>

## 3. Overhead Projector (OHP)

*Description:* An Overhead Projector or OHP is like a film or a slide projector which uses light to project an enlarged image on a screen. In an OHP, the source of the image is usually a page-sized sheet of transparent plastic film where the image to be projected is printed, hand-written or drawn on the transparent plastic film. ~~with the image to be projected which can either be printed, hand written, or drawn.~~ A presentation using an OHP can only be used to display text and/or images.



<https://commons.wikimedia.org/wiki/File:OHP-sch.JPG>



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## Smart Board

### *Description:*

An interactive whiteboard where you can input or navigate information through touch detection. Since it has touchscreen features, you can navigate the information displayed on the smart board using a mouse or just your fingertips.

## Characteristics of Multimedia Information

The multimedia of today can be a combination of text, graphics, animation, audio, still images and/or motion video. Thus, multimedia information has different characteristics such as:

1. **Electronic or digital.** A multimedia presentation can be prepared and delivered electronically or digitally through various computer applications, software, and/or online tools.
2. **Interactive.** A multimedia presentation is interactive since it stimulates the visual and auditory sense of the audience. Actions such as voice command, text entry, mouse manipulation, touch screen, screenshot and/or video capture make the multimedia presentation interactive.
3. **Dynamic.** A multimedia presentation is said to be dynamic since it can be played, projected, recorded, and/or accessed using different kinds of technology and computer applications. The combination of visual graphics and/or images with sound effects and/or background music make a presentation more dynamic.

## Different Uses of Multimedia

You can see various forms of multimedia not only on the internet, but also in public places. If you go to hotels, train stations, shopping malls, museums, and grocery stores, you will see kiosks, digital bulletins, AVP presentations and so on. Different fields of specializations also use multimedia for different purposes.

Field of Specialization	Use of Multimedia
Education	Gamification of lessons, engaging classroom lectures, online learning
Entertainment	Movies and animation
Industry	Presentation of products/services, Marketing, Advertising
Medicine	Surgery simulations, medical presentations

## Users of Multimedia Presentation

Some of the people who widely use multimedia presentations are:

1. **Teachers or Lecturers** – to present lessons and appeal to the student's visual and auditory senses.
2. **Motivational or Public Speakers** – to present, inform, influence, motivate or entertain their audience.
3. **Salespeople** – to display and showcase their offered products/services.

## Evaluating and Rating Multimedia Information

**Using** multimedia presentations which include a combination of text, graphics, animation, audio, still images and/or motion video, do not immediately

guarantee that the message to be conveyed to the audience is clear. The balance of information and entertainment must also be achieved when using a multimedia presentation. The following are important things to consider as an audience in assessing multimedia information:

- 1. Content.** The content of a multimedia presentation may vary depending on the setting of the presentation. For instance, a multimedia presentation in a biology class with the topic on photosynthesis must contain both text and visual information. An animation video will also be helpful for the students to visualize the processes in photosynthesis.
- 2. Purpose or application.** The purpose or application of a multimedia presentation can be diverse. For example, an audio-visual presentation (AVP) to be shown in a wedding reception should match the mood of the occasion. The AVP should include elements of text, images, and/or video clips to make it more appealing to the audience.
- 3. Manner of presentation.** A multimedia presentation can be presented in various ways. It can be done through a slideshow presentation or an audio-visual presentation. The following factors should be used in rating a multimedia presentation:
  - a. Audience.** One of the factors that must be considered in selecting your target audience is their age. Based on research the age of a person can affect its attention span (the average attention span of an adult can last about 20 minutes while a younger person usually has less) and presentation preference. Some audience may prefer presentations that are informative, direct, and with graphical representations while others may prefer it to be more broad, entertaining, and so on.
  - b. Topic.** The type of presentation must be aligned with the topic to make an effective and effective presentation. For example, if the topic is about the sales of the company, the audience expects a presentation that includes pictures, charts, and graphs.
  - c. Resources.** The availability of resources is a factor in preparing presentations. For instance, if schools do not have enough budget to purchase smart boards and LCD projectors, the teachers would use their LED/LCD TVs for playing music, slideshows, and videos as alternatives.

### **Advantages of Multimedia Information**

- It presents the information in a more organized and in an interesting manner.
- It empowers and supplements the speaker for a more dynamic and more interactive lecture.
- It makes information easier to understand since it is presented in a creative manner.

### **Limitations of Multimedia Information**

- If it presents too much information, it can overwhelm the audience.
- It can cause the speaker to become too dependent on the technology.
- Most multimedia tools require a power source. Therefore, the lack of electricity or drained batteries can jeopardize the delivery of the information.
- It takes a lot of time and effort to conceptualize, plan, and organize an effective presentation. If the time given to prepare one is too short, for example, a day or two before the actual presentation, the quality of the information and presentation might be compromised.